

RED FLAG

Compliance with the FTC's Red Flags Rule is mandatory by November 1, 2008. To further support our dealer partners, MenuVantage has incorporated a "Red Flag" check into our menu solution. **Current and future MenuVantage OFAC customer will receive this new "Red Flag" check at NO CHARGE!**

MenuVantage's OFAC/Red Flags Rule solution is an automated compliance solution that protects automotive dealers from claims, fines and litigation, while lowering overhead costs. The solution provides electronic best practices to create turn-key, "good faith" compliance programs that increase protection, reduce liabilities and create cost-saving efficiencies previously unavailable to dealers.



Complying with the Red Flags Rules

The Red Flags Rules require dealerships to develop a written program that identifies and detects the relevant warning signs – or "red flags" – of identity theft. The program must also describe appropriate responses that would prevent and mitigate the crime and detail a plan to update the program. Your "Red Flags" program must be managed senior dealership employees and include appropriate staff training.

How flexible are the Red Flags Rules?

The Red Flags Rules provide your dealership with the opportunity to design and implement a program that is unique to your dealership's environment. The FTC's guidelines can be found at <http://ftc.gov/opa/2007/10/redflag.shtm>.

Need assistance with your written Identity Theft Prevention Program (ITPP)?

NADA and many states dealership associations offer materials to assist dealers in developing their unique written Identity Theft Prevention Program (ITPP). NADA has created "A Dealer Guide to the FTC Red Flags and Address Discrepancy Rules: Protecting Against Identity Theft" which includes worksheets and other materials to assist dealers in developing their own written ITPPs in compliance with the Red Flags Rule.

<http://eseries.nada.org/scriptcontent/ProductDetail.cfm?pc=MEDPRL50E>